CLAIMS

1. A composition comprising, in a cosmetically acceptable medium comprising water and having a basic pH, at least one oxidation dye and an alkalinizing agent, wherein the alkalinizing agent comprises at least one metasilicate selected from the group consisting of alkali metal, alkaline-earth metal or ammonium metasilicates and at least one alkanolamine.

2. The composition according to Claim 1, comprising sodium metasilicate.

3. The composition according to Claim 1, wherein the alkanolamine is selected from the group consisting of monoethanolamine, triethanolamine, monoisopropanolamine, diisopropanolamine, N-dimethylamino-ethanolamine, 2-amino-2-methyl-1-propanol, triisopropanolamine, 2-amino-2-methyl-1,3-propanediol, 3-amino-1,2-propanediol, 3-dimethylamino-1,2-propanediol and trishydroxy-methylaminomethane.

4. The composition according to Claim 1, comprising monoethanolamine.

5. The composition according to Claim 1, wherein the alkalinizing agent comprises from 0.1 to 6% by weight of metasilicate relative to the total weight of the composition.

6. The composition according to Claim 5, wherein the alkalinizing agent comprises from 0.5 to 5% by weight of metasilicate relative to the total weight of the composition.

7. The composition according to Claim 6, wherein the alkalinizing agent comprises from 1 to 3% by weight of metasilicate relative to the total weight of the composition.

8. The composition according to Claim 1, wherein the alkalinizing agent comprises from 0.1 to 8% by weight of alkanolamine relative to the total weight of the composition.

9. The composition according to Claim 8, wherein the alkalinizing agent comprises from 0.5 to 6% by weight of alkanolamine relative to the total weight of the composition.

10. The composition according to Claim 9, wherein the alkalinizing agent comprises from 1 to 5.5% by weight of alkanolamine relative to the total weight of the composition.

11. The composition according to Claim 1, wherein its pH is from 7.2 to 13.

12. The composition according to Claim 11, wherein its pH is from 8.5 to 11.5.

13. The composition according to Claim 1, wherein the oxidation dye is selected from the group consisting of oxidation bases and couplers.

14. The composition according to Claim 13, comprising at least one oxidation base.

15. The composition according to Claim 14, wherein the oxidation base is selected from the group consisting of ortho- and para-phenylenediamines, double bases, ortho- and para-aminophenols, heterocyclic bases and their addition salts with an acid.

16. The composition according to Claim 13, comprising at least one coupler selected from the group consisting of meta-aminophenols, meta-phenylenediamines, meta-diphenols, naphthols, indole derivatives, indoline derivatives, sesamol and its derivatives, pyridine derivatives, pyrazolotriazole derivatives, pyrazolones, indazoles, benzimidazoles, benzothiazoles, benzoxazoles, 1,3-benzodioxoles, quinolines and their addition salts with an acid.

17. The composition according to Claim 15, wherein the addition salts with an acid are selected from the group consisting of the hydrochlorides, hydrobromides, sulphates, tartrates, lactates and acetates.

18. The composition according to Claim 16, wherein the addition salts with an acid are selected from the group consisting of the hydrochlorides, hydrobromides, sulphates, tartrates, lactates and acetates.

19. The composition according to Claim 14, wherein the at least one oxidation base is present at a concentration ranging from 0.0005 to 12% by weight relative to the total weight of the composition.

20. The composition according to Claim 13, comprising at least one coupler.

21. The composition according to Claim 20, wherein the at least one coupler is present at a concentration between 0.0001 and 10% by weight relative to the total weight of the composition.

22. The composition according to Claim 1, wherein the cosmetically acceptable medium further comprises at least one organic solvent.

23. The composition according to Claim 22, wherein the at least one organic solvent is present in a proportion ranging from 1 to 40% by weight relative to the total weight of the composition.

24. The composition according to Claim 1, further comprising at least one cationic polymer in a proportion of 0.05 to 10% by weight relative to the total weight of the composition, and further comprising at least one nonionic surfactant in a proportion of 0.1 to 20% by weight relative to the total weight of the composition.

25. A ready-to-use composition comprising the composition of Claim 1.

26. The composition according to Claim 25, wherein the composition comprises hydrogen peroxide.

27. A method for dyeing human keratinous fibres comprising:

mixing a composition comprising, in a cosmetically acceptable medium comprising water and having a basic pH, at least one oxidation dye and an alkalinizing agent, wherein the alkalinizing agent comprises at least one metasilicate selected from the group consisting of alkali metal, alkaline-earth metal or ammonium metasilicates and at least one alkanolamine, with an oxidizing composition; and

applying the mixture obtained to the fibres,

after which the fibres are rinsed, washed with shampoo, rinsed again and dried, the oxidizing composition comprising hydrogen peroxide or a compound capable of releasing hydrogen peroxide in situ, or an oxidoreduction enzyme.

28. The method of Claim 27, wherein the mixture applied to the fibers is allowed to act on the fibers for 3 to 50 minutes before rinsing.

29. The method of Claim 27, wherein the mixture applied to the fibers is allowed to act on the fibers for 5 to 30 minutes before rinsing.

30. The method of Claim 27, wherein said fibers are human hair.